



1600 9th Street, Sacramento, CA 95814  
(916) 654-2378

**REQUEST FOR QUOTATION (RFQ)**  
Notice to Prospective Contractors

February 14, 2007

To: PROSPECTIVE CONTRACTORS

You are invited to submit a quotation to the California Department of Mental Health for project number 06-76356-000 titled:

**CALIFORNIA DEPARTMENT OF MENTAL HEALTH (DMH)  
MHSOAC Communications Strategy, Web Design and Construction  
FOR FISCAL YEARS 2006-2007**

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions (GTC-1005) and Contractor Certification Clauses (CC-1005) that may be viewed and downloaded at Internet site <http://www.ols.dgs.ca.gov/Standard+Language> . If you do not have Internet access, a hard copy may be obtained by contacting the persons listed below.

In the opinion of the Department of Mental Health, this RFQ is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFQ is:

Jennifer Clancy, Executive Director at (916) 445-1104 for questions concerning the RFQ requirements.

Deanna Brown, Contract Analyst, at (916) 651-8986 for questions concerning the contracting process.

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum to this RFQ.

Sincerely,

Terrie Tatosian  
Deputy Director  
Administrative Services

Enclosures

## 1) Purpose of this RFQ

The Mental Health Services Oversight and Accountability Commission (MHSOAC) is charged with ensuring that the implementation of the Mental Health Services Act is in accord with the original intent and purpose of the voter approved initiative, Prop. 63. The MHSOAC is responsible for:

- a) Providing overarching oversight and accountability for the implementation of the Mental Health Services Act.
- b) Redirecting California's mental health system toward transformation, such that all mental health activities and programs stress prevention, early intervention, wellness, recovery and resilience.
- c) Ensuring that the perspective and participation of those living with mental illness and their family members are a significant factor in all of the Commission's decisions and recommendations.
- d) Promoting a systems approach to the provision of multicultural and multi-linguistic mental health services, activities and programs to eliminate disparities in access to and quality of mental health services.
- e) Developing public education strategies to overcome the stigma associated with mental illness.
- f) Promoting programs and activities that maximize the impact of the MHSA monies on the mental health of all Californians.
- g) Keeping the public and stakeholders informed as to the progress that is being made toward a transformed mental health system that has prevention, wellness, recovery and resilience as its primary goals.

In order to fulfill the organizational responsibilities detailed above, the MHSOAC requires that a comprehensive communications strategy utilizing the internet, electronic mail and other media be designed. The goals of this strategy include:

- a) Increase public awareness of:
  - (1) MHSA-funded services
  - (2) The impact of MHSA services on improving public health outcomes for children, youth, adults, and older adults with mental illness
  - (3) The impact of stigma and discrimination on access to and quality of mental health care
  - (4) Mental health services in diverse California communities
  - (5) Specific examples of mental health system transformation due to the MHSA
  - (6) Mental health issues in general, including relevant research
- b) Increase Californian's involvement in the planning and designing of MHSA funded programs
- c) Increase Californian's ability to access:
  - (1) Policymakers who are crafting MHSA policy
  - (2) Those providing oversight of MHSA-funded programs
- d) Create a friendly "front door" for people who aren't already familiar with the mental health system so they can navigate to appropriate services or have questions answered
- e) Provide interactive, consumer-friendly information about real-life struggles of consumers and family members

Additionally, due to the growth of the MHSA and the arrival of the MHSAOAC, DMH is interested in having their website examined by communications, cognitive design, usability, and web design experts in order to accommodate the changing reasons California Citizens are accessing this website.

## **2) Scope of Work**

If awarded a contract, the bidder agrees to assist the OAC with designing and implementing a comprehensive OAC internet strategy. Specific tasks shall include:

- a) Assisting Outreach and Communications Principal Strategist in the development of an OAC internet strategy.
- b) Developing a design plan for an OAC website that encompasses the transformative values specified in the MHSA and described in section 1.
- c) Developing a design plan for the OAC's website that educates the public about the importance of prevention, early intervention, wellness, recovery and resilience
- d) Ensuring the inclusion via the internet of those living with mental illness and their families as the OAC considers, drafts and oversees implementation of MHSA policies.
- e) Establishing a simple process for publicly disseminating via the internet public policy briefs related to MHSA implementation, mental health systems transformation and the achievement of public health outcomes with MHSA funding.
- f) Constructing the website after the design has been approved by the OAC.
- g) Ensuring the OAC's website is friendly and simple to navigate, including consideration for users who are strangers to the mental health system or newcomers to the mental health system.
- h) Ensuring the OAC's website is friendly and useful for consumers and family members.
- i) Constructing a website which is maintainable by MHSAOAC staff utilizing Macromedia Contribute, or similar product. The DMH web team will make currently owned web tools available to the OAC unit and assist with assessing new tools as dictated by the final design.
- j) Assisting the OAC in selecting a web domain, web presence and web brand that ensures the public understands the relevance of the OAC to the implementation and oversight of the MHSA.
- k) Assisting the OAC in developing additional outreach strategies to inform the public at large of other issues relevant to MHSA implementation.
- l) Provide evaluation, usability testing, audience analysis, cognitive design analysis, and a formal redesign for the DMH website, including MHSA. Product to include redesign mockups from 3 designers incorporating the new State of CA templates, and be fully ADA compliant including State of CA ADA Best Practices recommendations.

## **3) Minimum Qualifications for Prospective Contractors**

Bidder must possess the following:

- a) Experience in developing a strategic internet plan that employs market research, evaluates needs, includes analysis of user patterns and an audience analysis

- b) Experience in developing a web strategy that:
  - (1) optimizes public access
  - (2) educates the public about complex issues through interactive strategies and
  - (3) includes outreach strategies to educate the public via the web
- c) Proficiency in using interactive flash programming
- d) Expertise in ADA requirements for the internet, ability to incorporate State of CA ADA Best Practices
- e) Expertise in search engine optimization of web content

In addition, the following qualifications are desirable:

- a) Experience in working with mental health consumers and family members
- b) Familiarity with mental health stakeholder groups statewide

#### **4) Key Action Dates**

<b><u>Event</u></b>	<b><u>Date</u></b>
RFQ posted on the DMH Website for a duration of three business days	February 15, 2007
Final Date for Quotation Submission	February 22, 2007 by 5:00 p.m.
Proposed Award Date	February 27, 2007
Contract Award Notice (Will be posted on the DMH Website)	March 1, 2007

#### **5) RFQ Requirements**

- A. The prospective contractor shall provide a written statement describing his/her abilities to provide the services detailed in item 2. above.
- B. The prospective contractor shall provide a written statement describing how he/she meets the Minimum Qualifications outlined in item 3. above.
- C. The prospective contractor shall provide at least two professional references.
- D. The prospective contractor shall provide a detailed quotation for the services to be provided. "The total costs of all services cannot exceed \$75,000. For the contract term Feb. 27, 2007 – August 1, 2007.

#### **6) Submission of Quotation**

- A. All responses to this RFQ must be submitted in writing via fax, email or mail to the contact listed below by the date and time shown in item 4. above. Responses received after this date and time will not be considered.

Keely LeBas  
700 N. 10<sup>th</sup> Street, Suite 202, Sacramento, Ca. 95814  
Telephone number: (916) 445-1555  
Fax Number: (916) 445-1577  
Email Address: Keely.LeBas@dmh.ca.gov

- B. All responses to this RFQ shall include the items identified in item 5. above. Responses not including the required items shall be deemed non-responsive. A non-responsive quotation is one that does not meet the basic quotation requirements.
- C. Responses must be submitted for the performance of all the services described herein.
- D. A response may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all responses and may waive any immaterial deviation in a response. The State's waiver of immaterial deviation shall in no way modify the RFQ document or excuse the prospective contractor from full compliance with all requirements if awarded the agreement. The Department of Mental Health reserves the right to reject all responses. The Department of Mental Health is not required to award an agreement.
- E. Costs incurred for developing responses and in anticipation of award of the agreement are entirely the responsibility of the prospective contractor and shall not be charged to the State of California.
- F. No oral understanding or agreement shall be binding on either party.

## **7) Evaluation Process**

- A. After the responses to the RFQ have been submitted, each response will be checked for the presence or absence of required information in conformance with the submission requirements of this RFQ.
- B. The Contract Manager will award the contract to a prospective contractor who has submitted a response to this RFQ, has met the minimum qualifications and has quoted a fair and reasonable price for the services to be performed.

## **8) Agreement Execution and Performance**

- A. Contractor shall commence work only after all approvals have been obtained and the agreement is fully executed. Should the Contractor commence work before the contract has been fully-executed, the services performed will be considered volunteered by the Contractor.
- B. All performance under the agreement shall be completed on or before the termination date of the agreement.